

16. A service which provides audio advertisements over a two way communication device during a communication session, the service comprising:

5 a user interface which coordinates communication of the service with a user and receives voice commands from the user that allow the user to navigate through the service; and

an advertising subsystem coupled to the user interface, the advertising subsystem being configured to coordinate the selective presentation of advertisements to the user;

10 whereby the advertisements include sponsorship advertisements which accompany each communication session, advertisements selectively played based on particular attributes of the user, and advertisements selectively played based on permission by the user.

22. A system for advertising using voice control, the system comprising:

15 means for maintaining a communication session between a user and a voice portal; and

means for periodically selecting and playing advertisements automatically during the communication session based on any one of user constraints and sales criteria.

20 32. A method of selecting and playing advertising in a voice controlled computer environment comprising:

receiving voice navigational commands from a user;

25 generating a set of possible advertisements, the set of possible advertisements being related to a context;

ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and

periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering.

30 42. A system of selecting and playing advertising in a voice controlled computer environment comprising:

means for receiving voice navigational commands from a user;

35 means for generating a set of possible advertisements, the set of possible advertisements being related to a context;

25 means for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and

means for periodically selecting and playing advertisements automatically
5 from the set of possible advertisements based on the ordering.

46. A computer program product comprising computer readable program code for advertising with an Internet voice portal, the program code in the computer program product comprising:

10 first computer readable program code for generating a set of possible advertisements;

26 second computer readable program code for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements;

15 third computer readable program code for periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering; and

fourth computer readable program code for receiving voice navigational commands from a user.

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